



PRACTICAL GUIDES #DIGITALINMOTION

#DIGITALINMOTION provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through eight publicly available guides featuring practical tips and simple tools:



GUIDE 1: Expand your market and customers

GUIDE 2: EFFICIENTLY HANDLE ORDERS AND DELIVERIES

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients

GUIDE 7: Good environmental practices in your business

GUIDE 8: Contribute to gender equality



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.



GUIDE 2:

EFFICIENTLY HANDLE ORDERS AND DELIVERIES

Clients seek high product quality, good prices, comfort, cleanliness and speed of service. This simple guide will help your business create an efficient way to receive orders and manage customer deliveries.



1

IDENTIFY THE BEST WAY TO RECEIVE CUSTOMER ORDERS



Use channels such as WhatsApp, phone calls, social networks or text messages. It is recommended to primarily use a maximum of two channels to maintain adequate control.

Organize colleagues or employees so that each person fulfills roles and responsibilities such as:

- Taking orders. Use the format proposed in **Tool 1**. 📄
- Verification and availability of products.
- Verification of payment.
- The development of delivery routes.

2

INFORM CUSTOMERS ABOUT HOW TO ORDER THROUGH NEW CHANNELS



Promote your business through WhatsApp and social networks.

Place a poster on the outside of your business for customer awareness.

See Tool 2. 📄

See Guide 5: Implement various payment methods.



3



RECEIVE ORDERS IN AN ORGANIZED MANNER



When customer orders are taken over the phone, be sure to ask for full names, addresses and phone numbers. Additionally, confirm the products ordered, quantity and total price.

Repeat the purchase list to the client to verify that everything is complete and correctly noted.

Documentation and orderly processing is essential. **See Tool 1** 📄

Agree with customers on delivery dates and payment methods. Do not fail to meet commitments during the delivery phase!

Do not forget to ask the customer if they want something additional included in their order and offer them seasonal products or special promotions.

4

CONFIRM THAT ALL PRODUCTS REQUESTED BY CLIENTS ARE AVAILABLE AND IN STOCK



Review the items requested by the customer one by one. **See Tool 1** 📄

If an item isn't available, contact the customers and let them know when it will be available. Additionally, suggest an alternative item that is currently stock.



5

PACK THE PRODUCTS FOR DELIVERY



Use a specific space within your premises to organize all delivery packages.

Organize packages or baskets so that the products are not damaged and arrive in good condition.

Before dispatching the order to customers, disinfect packages or baskets where the products are. It is recommended to use a disinfectant solution with 70% alcohol.

See Guide 4: Ensure business safety and security.

Use slower order periods or business closure hours to assemble delivery packages.



6

MONITOR THE BILLING AND COLLECTION PROCESS



Verify that invoices match products provided in orders. This way, losses will be avoided and clients will not be inconvenienced.

Identify the mechanisms and means of payment for orders. Consider the modality of mobile money and the collection of cash on delivery.

Note that home deliveries involve an additional cost for businesses (packaging and shipping). If it is decided to include this additional delivery cost in the service provided to customers, they must be notified in advance.

See Guide 5: Implement various payment methods.

See Guide 6: Generate appealing products and promotions for your clients.

7

DELIVERY OF ORDERS



There are different means of dispatching orders:

•**Take-away:** The customer collects the ready and packed order from business Premises.

•**Home delivery:** An employee, business owner or delivery service providers

See Tool 3 and 4.

In the latter case, remember that the delivery person must be trusted, since this individual will receive payments and address customers. So, it is important to have terms written down and to follow-up on deliveries. **See Tool 1.**

Remember to bring alcohol or disinfectant gel to use after each delivery, when receiving money or giving change.



SUPPORT TOOLS

TOOL 1: Order control format

TOOL 2: Template with business information

TOOL 3: Home delivery protocol

TOOL 4: Order delivery infographic

Access all content and tools in the following link:
<https://mintic.gov.gy/digital-in-motion/>

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STEPS TO FOLLOW

